



April 30, 2015

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

2015 APR 30 PM 12:30  
FBI - LOS ANGELES  
COMMUNICATIONS SECTION

**RE: Downtown Center Business Improvement District: 2015 First Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the first quarter of 2015:

**Operating Expenses: Annual Budget \$3,627,040**

**Safety Services** - We contract safety services through Universal Protection Service (UPS). Patrol services are provided 24 hours a day, seven days a week and are deployed via foot patrols, bicycles and vehicles from the Service Center facility located at 640 S. Olive Street. Safety personnel responded to 29,764 calls for service and self-observed incidents, and provided directions and assistance to 2,134 citizens during the months of January, February and March.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Businesses throughout the district were being affected by an increase in the frequency and aggressiveness of transient behavior. This prompted the DCBID to focus strategic patrols in the most problematic areas and also a request for an increased presence of law enforcement personnel from LAPD.

The Safety Patrol conducted refresher training on the following topics:

- Dealing with Aggressive Behaviors
- Officer Safety
- Weaponless Defense

**Maintenance Services** - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing 349 instances of graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed two Tennant M-20 Sidewalk Scrubbers to assist with removing debris from the sidewalks. The DCBID has added and maintains mulch (red wood chips) to all of the tree planters within the district. Maintenance crews collected 15,722 bags of trash and removed 17 abandoned shopping carts during the months January, February and March.

**BID ACTION (Homeless Outreach Team)** - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the Homeless Outreach Team conducted homeless counts that averaged 125 homeless persons who sleep within the DCBID boundaries every night. During the 4th quarter, the DCBID Outreach Team was able to assist 3 people check into in-house drug recovery programs.

## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,618,460**

### **Communications & Marketing:**

#### **Marketing Campaigns**

We launched a Valentine's Day guide featuring over 25 special dinners, events, and hotel packages at DowntownLA.com/Valentines. The campaign was supported by daily posts on Facebook, Twitter, and Instagram, as well as announcements made at the Marketing Roundtable meetings. We hosted a Facebook photo contest that generated 549 views and 45 votes. Our winner won tickets to a Valentine's Day event at the Hotel Figueroa. The campaign generated 33,215 views on our website.

We promoted St. Patrick's Day events and specials with social media posts, a feature in our newsletter, and announcements at our Marketing Roundtable meeting.

We also printed posters to display on our new Solar Belly trashcans that promote our website DowntownLA.com.

#### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. The new site is currently scheduled to launch this year.

#### **PR**

Our PR agency, Macy + Associates, researched, drafted and submitted four editorial feature pitches nominating our CEO and President Carol Schatz as a woman of influence:

- Los Angeles Magazine
- LA Confidential Magazine
- Real Estate Forum
- Los Angeles Business Journal

All four pitches are for upcoming issues and are pending selection and publication.

Additional media placements and interviews included an LA Times story on the rise of the DTLA hashtag and the Los Angeles Business Journal's status of retail in Downtown Los Angeles.

#### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at:

- DCBID Housing Tours
- DCBID Get Urban Launch Event
- DCBID DRMA Business Meeting

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new office tenants and residents when they moved in.

#### **eNewsletter**

The DCBID's monthly e-newsletters were sent to over 37,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

#### **Property Owner Quarterly Newsletter**

The Q1 issue of the quarterly newsletter was mailed to stakeholders in March. The issue featured articles about our 2015 goals, our Get Urban economic development initiative, new businesses that opened, and Safe and Clean Staff of the Quarter.

#### **Annual Report**

Our 2014 Annual Report was produced and debuted at our Annual Property Owners Meeting on April 16 at the Los Angeles Athletic Club. The report highlighted our accomplishments for 2014 and outlined our goals for 2015. It can be viewed on our website.

#### **Marketing Roundtable Meetings**

We hosted our monthly Marketing Roundtable meetings. The over 60 attendees shared their marketing activities and learned about the DCBID's efforts to support businesses. Guest speakers included the Heart of the City 5k Run/Walk, USC Institute of Urology, Special Olympics World Games, Wells Fargo History Museum, Hope for Firefighters, and the American Cancer Society.

#### **Economic Development:**

##### **GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative**

We successfully launched the GET URBAN; GET DOWNTOWN initiative with a standing room only tour of Downtown's neighborhood's, a showcase of three innovative Downtown companies and four creative office spaces, followed by a well-attended launch party at CBRE's Headquarters, featuring remarks by DCBID President and CEO Carol Schatz, City Councilmember Jose Huizar, and CBRE President of Greater Los Angeles-Orange County Region, Lew Horne. Attending the tour and launch event were commercial brokers, prospective office tenants, representatives of the creative and technology communities Downtown and from other parts of the city, members of the press and representatives of City Hall.

In advance of the launch, we completed production of our **GET URBAN** brochure and promotional video, which we premiered at the event. Both pieces focus on the opportunities and advantages of the “New Downtown” for the new generation of companies locating their businesses here. The brochure is comprised of curated information about Downtown that we have compiled in-house and with the help of the Committee, as well as individuals we have reached out to in the Downtown tech community. The current chapters include the following subjects: Get Community (amenities), Get Culture (arts and culture), Get Talent (talent pool), Get Vertical (office diversity), Get Wired (technology), and Get Down Here (regional/local transit). The video features storytellers and imagery that illustrate the points made in the brochure.

Following this successful launch is a schedule of tours set for the fourth Thursday of every month, and we are developing ancillary events and programming to augment the impact of the tours. We will also produce a **Get Urban Roadshow** to take the “New Downtown” creative/tech office story to other parts of the region.

### **Creative/Tech Outreach**

We have ongoing conversations and meetings with creative tech entrepreneurs and members of the LA Tech Task Force to discuss Downtown’s challenges and opportunities for recruitment of tech/creative businesses. We remain informed on tech events in and around Downtown, and discuss possible collaborations for these events and for our CTO recruitment program.

### **Retail Recruitment**

We toured and/or met with retailers, restaurateurs and other companies that are interested in opening their business or moving their office to Downtown.

### **Housing Tours**

We hosted 3 successful, housing tours with an average of 50 people in attendance.

### **Investor/Developer Tours**

We gave special tours to residential, commercial and hotel developers and helped them with their market research and underwriting.

### **Conferences**

As part of our promotion and outreach strategy for the GET URBAN initiative, we hosted showcase booths at two events in February: the BisNow: Rise of the Tech Corridor Conference and the CCA Transportation Summit.

### **Events**

#### **Downtown Residential Managers (DRMA) Roundtable Business Meeting**

We produced a DRMA Roundtable Business meeting at TASTE at FigAT7Th on February 6th. We invited managers and concierge staff from all Downtown residential properties. Approximately 31 people attended the event and were treated with breakfast hosted by Loteria Grill. Topics of discussion included filming in Downtown, tenant communication, tenant leasing activity, dogs and green space. Guests were also asked what type of information they would like to receive/discuss at future business meetings. Feedback included development updates, discussion on bike storage facilities in Downtown, new business openings and how Quimby fees are being used. Three more DRMA events will be planned for 2015.

### **Research & Information Requests**

We responded to 43 external requests for information on the following topics:

- Parking requirements for new businesses
- Market stats and update
- Demographics of downtown residents
- Amenities and nightlife
- Residential inventory and development
- Hotel development
- Asian tourism to DTLA
- New retail businesses and developments
- Streetscape improvement projects
- Property ownership and sales information
- New developments and plans in specific neighborhoods
- History of the Downtown Renaissance

We provided research for internal support on the following topics:

- Economic Impact of the Downtown Renaissance – Beacon Economics Report
- Job growth in Downtown LA
- New residential development projects
- Concrete buildings in Downtown LA
- Owners of major properties in the DCBID and top tenants
- Avenue of the Angels – building owners in proposed area

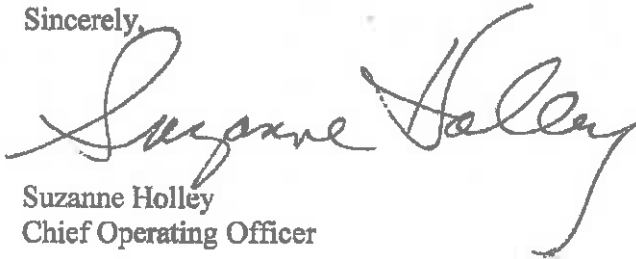
We published the Q4/Year-End 2014 Market Report on February 15. It was posted to the DCBID website and distributed to stakeholders. It was also sent to a variety of media outlets by Macy + Associates with an accompanying press release.

### **Administration Program: Annual Budget \$1,033,480**

Downtown Center Business Improvement District has actual revenues over net expenditures of \$1,272,493 versus a projected \$1,310,195 for the three months ended March 31, 2015. The \$38,000 difference is the result of an unfavorable timing differences in the collection of revenue received (\$93,000) and favorable differences within the Marketing programs for advertising and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Suzanne Holley  
Chief Operating Officer

**Table of Quarterly Expenditures as of March 31, 2015**

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2015 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,627,040	\$ 838,712	\$ 838,712	\$ 948,185
2. Communications & Marketing	\$ 1,618,460	\$ 323,729	\$ 323,729	\$ 364,450
3. Administration	\$ 1,033,480	\$ 271,954	\$ 271,954	\$ 237,770
4. Total	\$ 6,278,980	\$ 1,434,395	\$ 1,434,395	\$ 1,550,405

**NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICTS  
QUARTERLY STATISTICS FOR MAYOR'S COMSTAT REPORT**

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Incidents	29,764	
Trash Bags/Tons Removed	15,722 (Bags)	
Bulky Items Removed	23	
Graffiti Removed	349	
Weeded Areas	30	
Citizen Contacts	2,134	
Merchant Contacts	5,716	
Spaces for Lease	6,640,542 SF	
Spaces Leased	846,065 SF	
New Business	15	
Landscaped Medians	0	



July 30, 2015

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

**RE: Downtown Center Business Improvement District: 2015 Second Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the second quarter of 2015:

## **Operating Expenses: Annual Budget \$3,627,040**

### **Safety Services**

We contract safety services through Universal Protection Service (UPS). Patrol services are provided 24 hours a day, seven days a week and are deployed via foot patrols, bicycles and vehicles from the Service Center facility located at 640 S. Olive Street. Safety personnel responded to 29,867 calls for service and self-observed incidents, and provided directions and assistance to 1,972 citizens during the months of April, May and June.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Businesses throughout the district were being affected by an increase in the frequency and aggressiveness of transient behavior. This prompted the DCBID to focus strategic patrols in the most problematic areas and also request for an increased presence of law enforcement personnel from LAPD.

The Safety Patrol conducted refresher training on the following topics:

- Report Writing
- Crowd Control
- Emergency Procedure

### **Maintenance Services**

We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance removed 328 instances of graffiti and targeted problem areas within the district. 535 instances of high-rise graffiti were reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed two Tennant M-20 Sidewalk Scrubbers to assist with removing debris from the sidewalks. The DCBID has added and maintains mulch (red wood chips) to all of the tree planters within the district. Maintenance crews collected 14,443 bags of trash and removed 37 abandoned shopping carts during the months April, May and June.

### **BigBelly Solar Stations**

Eighteen new BigBelly solar waste stations were installed in late June to replace aging trash receptacles. This is in addition to the eighteen stations that were placed in 2014. The new stations are located along Hill St., Grand Ave. (adjacent to The Broad), 9<sup>th</sup> St. and Olympic Blvd. The bins are considerably more attractive than the traditional cans and significant efficiencies have been achieved in truck trips required by removing trash only when the sensors indicate that the bins are filled.

### **Tree Trimming**

Phase-1 of 2015 tree trimming was completed at the end of May; approximately 139 trees were trimmed (see pictures below). Phase-2 of the trimming plan is scheduled to start at the beginning of July and is anticipated to be completed by the end of July.



### **BID ACTION (Homeless Outreach Team)**

The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the Homeless Outreach Team conducted homeless counts that averaged 123 homeless persons who sleep within the DCBID boundaries every night. During the 2nd quarter, the DCBID Outreach Team was able to assist 2 people check into in-house drug recovery programs.



## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,618,460**

### **Communications & Marketing:**

#### **Marketing Campaigns**

We created and promoted our Brunch in the City guide on our website. It included listings for over 30 restaurants open weekly for brunch, as well as listings for Mother's Day brunch and events. The guide was promoted via social media and email blasts.

We launched our Summer in the City campaign in early June. The campaign promotes Downtown LA as a destination for outdoor events and encourages event goers to patronize local businesses by providing them with suggestions for dining, shopping, and entertainment before and after the event, as well as hotel packages to extend their stay. Ten event series are featured in the campaign including FIGat7th Downtown Festival, Downtown Stage at Pershing Square, Grand Performances, and Dance Downtown at The Music Center. The campaign is supported in future months with print, radio and digital advertising.

We also finished planning our 9<sup>th</sup> Annual Dog Day Afternoon at the Cathedral, which takes place on July 8<sup>th</sup>. The event is expected to attract 1,000 dogs and their owners. We promoted the event with postcards, social media advertising, and email marketing.

#### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. The new site is currently scheduled to be completed in Q3.

#### **PR**

Our PR firm Macy + Associates researched, drafted and submitted editorial feature pitches nominating our CEO and President Carol Schatz for her leadership in business. Both Real Estate Forum and Los Angeles Business Journal recognized Carol with awards. Macy + Associates also worked with media outlets including LA Weekly, KNBC, Fox, Los Angeles Business Journal and the Los Angeles Downtown News on various topics – from development news to street vending.

#### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at:

- DCBID Housing Tours
- DCBID Get Urban Tours

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new office tenants and residents when they moved in.

#### **eNewsletter**

The DCBID's monthly e-newsletters were sent to over 38,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

### **Property Owner Quarterly Newsletter**

The Q2 issue of the quarterly newsletter was mailed to stakeholders in June. The issue featured articles about the 9<sup>th</sup> Annual Dog Day Afternoon, our Summer in the City campaign, new businesses that opened, and Safe and Clean Staff of the Quarter.

### **Marketing Roundtable Meetings**

We hosted our monthly Marketing Roundtable meetings. The over 60 attendees shared their marketing activities and learned about the DCBID's efforts to support businesses. Guest speakers included the Los Angeles County Food Council, Grand Park Summer Program, Center Theatre Group, dine LA., and Psomas Yacht Challenge.

### **Economic Development:**

#### **GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative**

We continued to build on the success of our **GET URBAN; GET DOWNTOWN** initiative with fully subscribed Downtown office space tours in April, May and June. A total of over 120 people have attended the first four monthly tours, on which we have showcased 16 of Downtown's leading tech and creative companies, along with the eclectic neighborhoods, arts, culture, retail and residential opportunities Downtown.

As part of our on-going marketing, communications and outreach strategy, we distributed the **GET URBAN** brochure and promotional video directly to the commercial brokerage, tech and creative communities at the following technology and real estate events: **TechDay LA, Connect Los Angeles, Start-Ups-in-the-Sky** and **FastCompany's FC/LA Conference**. In addition to these efforts, we established a social media presence on **Twitter**, with 269 Tweets (approximately 25 per week) to our growing base of 155 followers, including: FIGat7th, Rising Realty, Wilshire Grand Center, Cushman & Wakefield LA, Onni Group, The BLOC, Brookfield DTLA, LA Downtown News, Urbanize.la, and Roger Vincent.

Coupled with our schedule of monthly tours, we are developing ancillary events and programming to augment the impact of the tours. We will also produce a **Get Urban Roadshow** to take the "New Downtown" creative/tech office story to other parts of the region.

#### **Creative/Tech Outreach**

We have ongoing communication and collaboration with the creative and technology communities exploring opportunities to expand the reach and impact of the **GET URBAN** initiative and to nurture and grow the tech and creative presence Downtown. Specific partners in this effort include: TechRise, CrossCampus, Start-Up DTLA, REACH NeXT, Los Angeles County EDC, and the Mayor's Office of Economic Development.

#### **Retail Recruitment**

We toured and/or met with retailers, restaurateurs and other companies that are interested in opening their business or moving their office to Downtown.

#### **Housing Tours**

We hosted monthly housing tours in April, May and June, with an average of 50 people in attendance. We also led a custom tour for a group of individuals interested in purchasing residential and investment properties.

### **Investor/Developer Tours**

We gave special tours to residential, commercial and hotel developers and helped them with their market research and underwriting.

### **Events**

#### **Downtown Residential Managers (DRMA) Roundtable Business Meeting**

We produced a DRMA Roundtable Mixer at Faith & Flower attended by over 50 Downtown Residential Managers.

### **Research & Information Requests**

We responded to over 30 external requests from brokers, business and property owners, investors and developers, for information on a range of topics, including:

- Demographics of Downtown residents and workers
- Residential, commercial and retail market statistics and updates
- Current development pipeline
- Property ownership and sales information
- Construction costs
- Regional Connector and other transit projects
- Significant commercial office, residential and retail leases and sales
- New development project plans, information and renderings
- Amenities and nightlife
- New retail businesses and developments
- Streetscape improvement projects

### **Economic & Market Reports**

We produced and published the **Q1 2015 Market Report** in a format redesigned based on user feedback and developed to be both more functional and appealing for the reader.

We provided research data to media outlets including the LA Times, Los Angeles Magazine, DTLA Rising and Dreams Magazine, that were included in articles promoting Downtown's continued growth and evolution.

We also worked with Brookfield Properties and UberMedia, to develop a pilot research project that analyzed visitor patterns at FIGat7th using cell phone usage to determine home and work locations, path to purchase and broad demographics. Based on favorable feedback from Brookfield, we are exploring how to apply this technology to a broader analysis of Downtown LA retail shopping patterns for use in a DCBID consumer research study.

### **On-Going Projects**

The Economic Development team participated in meetings and/or working groups for the following Downtown development projects:

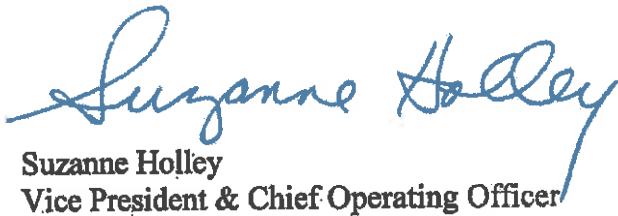
- Bringing Back Broadway
- Pershing Square Renew
- Avenue of Angels
- 7<sup>th</sup> Street Improvement Project
- MyFiguerroa Streetscape Project

## Administration Program: Annual Budget \$1,033,480

Downtown Center Business Improvement District has actual revenues over net expenditures of \$2,953,074 versus a projected \$2,314,840 for the six months ended June 30, 2015. The \$638,000 difference is the result of a favorable timing differences in the collection of revenue received (\$436,000) and favorable differences within the Marketing programs for advertising and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Suzanne Holley  
Vice President & Chief Operating Officer

**Table of Quarterly Expenditures as of June 30, 2015**

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2015 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,627,040	\$ 893,207	\$ 1,731,919	\$ 916,435
2. Communications & Marketing	\$ 1,618,460	\$ 281,548	\$ 605,277	\$ 414,825
3. Administration	\$ 1,033,480	\$ 230,293	\$ 502,247	\$ 239,570
4. Total	\$ 6,278,980	\$ 1,405,048	\$ 2,839,443	\$ 1,570,830

**NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICTS  
QUARTERLY STATISTICS FOR MAYOR'S COMSTAT REPORT**

<b>CATEGORY</b>	<b>TOTAL FOR QUARTER</b>	<b>CUMULATIVE TOTAL</b>
Public Safety Incidents	<b>11,078</b>	<b>40,842</b>
Trash Bags/Tons Removed	<b>14,433 (Bags)</b>	<b>30,155 (Bags)</b>
Bulky Items Removed	<b>40</b>	<b>63</b>
Graffiti Removed	<b>328</b>	<b>677</b>
Weeded Areas	<b>12</b>	<b>42</b>
Citizen Contacts	<b>1,972</b>	<b>4,106</b>
Merchant Contacts	<b>4,246</b>	<b>9,962</b>
Spaces for Lease	<b>6,640,542 SF</b>	
Spaces Leased	<b>846,065 SF</b>	
New Business	<b>15</b>	
Landscaped Medians	<b>0</b>	





October 30, 2015

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

**RE: Downtown Center Business Improvement District: 2015 Third Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the third quarter of 2015:

**Operating Expenses: Annual Budget \$3,627,040**

**Safety Services**

We contract safety services through Universal Protection Service (UPS). Patrol services are provided 24 hours a day, seven days a week and are deployed via foot patrols, bicycles and vehicles from the Service Center facility located at 640 S. Olive Street. Safety personnel responded to 36,081 calls for service and self-observed incidents, and provided directions and assistance to 3,460 citizens during the months of July, August and September.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Businesses throughout the district were being affected by an increase in the frequency and aggressiveness of transient behavior. This prompted the DCBID to focus strategic patrols in the most problematic areas and also request for an increased presence of law enforcement personnel from LAPD.

The Safety Patrol conducted refresher training on the following topics:

- Communications
- Effective Bike Patrol Procedures
- Report Writing

**Maintenance Services**

We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.



Maintenance removed 417 instances of graffiti and targeted problem areas within the district. 151 instances of high-rise graffiti were reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed two Tennant M-20 Sidewalk Scrubbers to assist with removing debris from the sidewalks. The DCBID has added and maintains mulch (red wood chips) to all of the tree planters within the district. Maintenance crews collected 14,062 bags of trash and removed 39 abandoned shopping carts during the months July, August and September.

### Tree Trimming

Phase-2 of 2015 tree trimming was completed at the end of July; approximately 156 trees were trimmed (see pictures below).



### BID ACTION (Homeless Outreach Team)

The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the Homeless Outreach Team conducted homeless counts that averaged 125 homeless persons who sleep within the DCBID boundaries every night. During the 3rd quarter, the DCBID Outreach Team was able to assist 1 person check into temporary housing.



In quarter 4 of 2015, the DCBID will begin contracted services with PATH (People Assisting The Homeless). With those services, the Outreach team will be comprised of a combination of PATH personnel and Chrysalis personnel. PATH will also provide training for the entire Operations staff (security and maintenance).

## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,618,460**

### **Communications & Marketing:**

#### **Marketing Campaigns**

We completed our Summer in the City campaign in September. The campaign promoted Downtown LA as a destination for outdoor events and encouraged event goers to patronize local businesses by providing them with suggestions for dining, shopping, and entertainment before and after the event, as well as hotel packages to extend their stay. The campaign highlighted nine event series including FIGat7th Downtown Festival, Friday Night Flicks at Pershing Square, Downtown Stage at Pershing Square, Grand Performances, Grand Park Summer, Dance Downtown at The Music Center, Street Food Cinema at Exposition Park, LA Film Fest at L.A. LIVE, and Last Remaining Seats at the Historic Theaters. The campaign generated 8.3 million impressions from mid-June through August with radio spots (KCRW, KIIS, ALT 98.7, and REAL 92.3); Downtown News ads, Where LA ads, online banners, social media, and a booth at Art Walk.

We held our 9<sup>th</sup> Annual Dog Day Afternoon at the Cathedral, which took place on July 8<sup>th</sup> at the Cathedral of Our Lady of the Angels. The event attracted over 1,000 dogs and their owners. We promoted the event with postcards, social media advertising, and email marketing.

#### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. The new site is currently scheduled to be completed in Q4.

#### **PR**

Our PR firm Macy + Associates secured coverage for our Quarterly Market Reports in several news outlets including Globe St, Los Angeles Business Journal, and the LA Times. They also secured coverage for our Dog Day event which included television media outlets KTLA, KTTV, and Telemundo. Macy + Associates also worked with media outlets including the NY Times and Western Real Estate Business Journal on future interview and byline opportunities.

#### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at:

- DCBID Housing Tours
- DCBID Get Urban Tours
- DCBID Dog Day Afternoon

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new office tenants and residents when they moved in.

### eNewsletter

The DCBID's monthly e-newsletters were sent to over 36,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

### Property Owner Quarterly Newsletter

The Q3 issue of the quarterly newsletter was mailed to stakeholders in October. The issue featured articles about the Urban Retail Conference and Report, the 8<sup>th</sup> Annual Halloween Party for DTLA Kids, Summer in the City campaign recap, new businesses that opened, and Safe and Clean Staff of the Quarter.

### Marketing Roundtable Meetings

We hosted our monthly Marketing Roundtable meetings. Over 60 attendees shared their marketing activities and learned about the DCBID's efforts to support businesses. Guest speakers included the 50 Reasons to Shop DTLA, Plein Air Art Festival, American Cancer Society, Turkey Trot, and Chef Mark Peel of Bombo.

### Economic Development:

#### GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative

We continued to build on the success of our GET URBAN creative/tech industry recruitment initiative with fully subscribed Downtown office space tours in July and September. A total of over 180 people have attended the first six monthly tours, on which we have showcased 24 of Downtown's leading tech and creative companies, along with the eclectic neighborhoods, arts, culture, retail and residential opportunities Downtown.

As part of our on-going marketing, communications and outreach strategy, we distributed the GET URBAN brochure and promotional video directly to the commercial brokerage, tech and creative communities at the following technology and real estate events: CoreNet Global, Bisnow and ICSC conferences. In addition to these efforts, we expanded our social media presence on Twitter, over 500 Tweets (approximately 25 per week) to our growing base of over 250 followers, including: FIGat7th, Rising Realty, Wilshire Grand Center, Cushman & Wakefield LA, Onni Group, The BLOC, Brookfield DTLA, LA Downtown News, Urbanize.la, DTLA Rising and CBRE.

In addition to our schedule of monthly tours, we provided custom tours for prospective office tenants and office space brokers.

#### Creative/Tech Outreach

We have ongoing communication and collaboration with the creative and technology communities exploring opportunities to expand the reach and impact of the GET URBAN initiative and to nurture and grow the tech and creative presence Downtown. Specific partners in this effort include: PershingSquaReNew, Ignite Movements, TechRise, CrossCampus, Start-Up DTLA, WeWork, Los Angeles County EDC, and the Mayor's Office of Economic Development.

Specific initiatives include **Startups-in-the-Sky** a series of tech mixers held in a different downtown office tower each month. The first two events -- held in July and September -- drew over 300 technology industry workers, entrepreneurs and investors.

### **Retail Recruitment**

We toured and/or met with retailers, restaurateurs and other companies that are interested in opening their business or moving their office to Downtown.

### **Housing Tours**

We hosted monthly housing tours in July and September, with an average of 50 people in attendance. We also led a custom tour for a group of individuals interested in purchasing residential and investment properties.

### **Investor/Developer Presentations and Tours**

We gave special tours to residential, commercial and hotel developers and helped them with their market research and underwriting.

### **Events**

#### **Downtown Residential Managers (DRMA) Roundtable Event**

We produced a DRMA Roundtable Mixer at Spear Steakhouse attended by over 50 Downtown Residential Managers.

### **Research & Information Requests**

We responded to over 30 external requests from brokers, business and property owners, investors and developers, for information on a range of topics, including:

- Demographics of Downtown residents and workers
- Residential, commercial and retail market statistics and updates
- Current development pipeline
- Property ownership and sales information
- Regional Connector and other transit projects
- Significant commercial office, residential and retail leases and sales
- New development project plans, information and renderings
- Amenities and nightlife
- New retail businesses and developments
- Streetscape improvement projects

### **Economic & Market Reports**

We produced and published the **Q2 2015 Market**.

We provided research data to media outlets including the LA Times, Los Angeles Magazine, New York Times, Wall Street Journal, Downtown News, DTLA Rising and Dreams Magazine, that were included in articles promoting Downtown's continued growth and evolution.

We worked with Beacon Economics on a report analyzing the economic impact of the Downtown Renaissance to be released in Q4 2015.

We also undertook an updated survey of Downtown Residents and Workers which will be released in full report form in Q1 2016. Data from the survey is also being incorporated into our 2015 Downtown Los Angeles Retail Report for release in Q3 2015.

### On-Going Projects

The Economic Development team participated in meetings and/or working groups for the following Downtown development projects:

- Bringing Back Broadway
- Pershing Square Renew
- Avenue of Angels
- 7<sup>th</sup> Street Improvement Project
- MyFigueroa Streetscape Project

### **Administration Program: Annual Budget \$1,033,480**

Downtown Center Business Improvement District has actual revenues over net expenditures of \$1,451,164 versus a projected \$1,089,460 for the nine months ended September 30, 2015. The \$362,000 difference is the result of a favorable timing difference in the collection of revenue received (\$150,000) and favorable differences within the Marketing and Economic Development programs for ambassador staffing and Downtown Demo Study.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Suzanne Holley  
Vice President & Chief Operating Officer

**Table of Quarterly Expenditures as of September 30, 2015**

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2015 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,627,040	\$ 945,101	\$ 2,677,020	\$ 950,020
2. Communications & Marketing	\$ 1,618,460	\$ 367,441	\$ 972,718	\$ 645,742
3. Administration	\$ 1,033,480	\$ 246,407	\$ 748,654	\$ 284,826
4. Total	\$ 6,278,980	\$ 1,558,949	\$ 4,398,392	\$ 1,880,588



**NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICTS  
QUARTERLY STATISTICS FOR MAYOR'S COMSTAT REPORT**

<b>CATEGORY</b>	<b>TOTAL FOR QUARTER</b>	<b>CUMULATIVE TOTAL</b>
Public Safety Incidents	11,383	52,225
Trash Bags/Tons Removed	14,062 (Bags)	44,217 (Bags)
Bulky Items Removed	28	91
Graffiti Removed	408	1,085
Weeded Areas	10	52
Citizen Contacts	3,460	7,566
Merchant Contacts	6,326	16,288
Spaces for Lease	6,560,568 SF	
Spaces Leased	588,751 SF	
New Business	16	
Landscaped Medians	0	





March 18, 2016

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

NBID  
MAR 21 2016

**RE: Downtown Center Business Improvement District: 2015 Fourth Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the fourth quarter of 2015:

## **Operating Expenses: Annual Budget \$3,627,040**

### **Safety Services**

We contract safety services through Universal Protection Service (UPS). Patrol services are provided 24 hours a day, seven days a week and are deployed via foot patrols, bicycles and vehicles from the Service Center facility located at 640 S. Olive Street. Safety personnel responded to 28,505 calls for service and self-observed incidents, and provided directions and assistance to 3,460 citizens during the months of October, November and December.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Businesses throughout the district were being affected by an increase in the frequency and aggressiveness of transient behavior. This prompted the DCBID to focus strategic patrols in the most problematic areas and also request for an increased presence of law enforcement personnel from LAPD.

The Safety Patrol conducted refresher training on the following topics:

- Customer Service
- Weaponless Defense

### **Maintenance Services**

We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance removed 224 instances of graffiti and targeted problem areas within the district. 41 instances of high-rise graffiti were reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed two Tennant M-20 Sidewalk Scrubbers to assist with removing debris from the sidewalks. The DCBID has added and maintains mulch (red wood chips) to all of the tree planters within the district. Maintenance crews collected 15,161 bags of trash and removed 50 abandoned shopping carts during the months October, November and December.

#### **BID ACTION (Homeless Outreach Team)**

On October 1, 2015 the DCBID began contracting services with PATH (People Assisting The Homeless) to provide homeless outreach team services. PATH will also provide training to the DCBID Safety and Maintenance teams providing them with additional skills to assist those in need on the street.

During the 4<sup>th</sup> quarter the new outreach team:

- made contact with 246 unique individuals who were not previously contacted with by PATH – 220 Males & 26 Females
- successful linked individuals with 62 services including interim housing, substance abuse, mental health, ID documentation and more.

### **Communications, Marketing and Economic Development Programs: Annual Budget \$1,618,460**

#### **Communications & Marketing:**

##### **Marketing Campaigns**

We ran our "Celebrate the Holidays in Downtown LA" campaign from November 23rd through December 31st. The campaign promoted Downtown LA as a destination for unique gifts and festive events with a one-stop guide at [downtownla.com/holiday](http://downtownla.com/holiday). The web page featured 50+ holiday events, promotions and stores. Our marketing plan promoted [downtownla.com/holiday](http://downtownla.com/holiday) with on air and streaming radio, print ads, social media advertising, and street teams. Our advertising plan included weekly contests for DTLA prize packs through iHeartMedia's Holiday Hub.

We also launched an Influencer Marketing campaign in November/December. We selected four influential social media personalities to follow a pre-planned afternoon itinerary in the Central Business District and share their experiences. Each influencer shared their experience via Instagram posts, a Snapchat story and blog reviewing their afternoon in Downtown LA.

##### **Events**

We held our 16<sup>th</sup> Annual Public Safety BBQ on Thursday, October 15<sup>th</sup> at Bank of America Plaza with approximately 900 people in attendance. Attendees enjoyed BBQ catering from Rosie's Catering, live music, and giveaways. This year's beneficiary was the Los Angeles Police Memorial Foundation (LAPMF).



We produced our Annual Halloween Party for Downtown LA Kids on Saturday, October 31. The event was held at Grand Hope Park at FIDM with approximately 1,900 in attendance. Downtown LA kids and families enjoyed crafts, trick-or-treat doors, bounce houses, photo booths, snacks, and more.

We hosted our annual Resident Holiday Mixer at Barrel Down on December 16<sup>th</sup>. Nearly 100 Downtown Center residents attended to mix and mingle with their neighbors, enjoy snacks and refreshments, and learn about DCBID services and 2015 accomplishments.

On December 14<sup>th</sup>, we hosted our annual Marketing Roundtable Holiday Party at the Millennium Biltmore Hotel Gallery Bar. Over 35 guests attended the event, which was held in place of the standing monthly meeting.

### **Website**

We launched our new website ([DowntownLA.com](http://DowntownLA.com)) on November 23<sup>rd</sup>. The website features a new mobile responsive design, enhanced events calendar, interactive maps, building finder, detailed business listings, and much more. The launch was promoted with a press release, email blast, and boosted Facebook post.

### **PR**

Our PR firm Macy + Associates worked on media pitches for our 2015 Retail Report, Q3 Market Report, Downtown LA Survey, and PATH partnership. They also promoted our Q4 BBQ, Halloween, and Startups in the Sky events. As a result of their ongoing efforts, the DCBID earned Q4 coverage in the New York Times, Los Angeles Business Journal, Los Angeles Downtown News, Chain Store Age, Los Angeles Magazine, and GlobeSt.com

### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at:

- DCBID Housing Tours
- DCBID Get Urban Tours
- DCBID Halloween Party for Downtown LA Kids
- DCBID Public Safety Appreciation BBQ
- DCBID Holiday Resident Mixer and Marketing Roundtable Holiday Party

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new office tenants and residents when they moved in.

### **eNewsletter**

The DCBID's monthly e-newsletters were sent to over 36,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

### **Marketing Roundtable Meetings**

We hosted our monthly Marketing Roundtable meetings in October and November. Over 60 attendees shared their marketing activities and learned about the DCBID's efforts to support businesses. Guest speakers included the American Lung Association, Eat Shop Play (Metro), the Fit Expo, Metro Bike Share, and Startups in the Sky.

## Economic Development:

### GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative

We continued our GET URBAN creative/tech industry recruitment initiative with a fully subscribed Downtown office space tour in October. A total of over 200 people have attended our monthly tours since they began in March of 2015, which have showcased 28 of Downtown's leading tech and creative companies, along with the neighborhoods, arts, culture, retail and residential opportunities Downtown.

Our on-going marketing, communications and outreach strategy, included distribution of marketing materials directly to the commercial brokerage, tech and creative communities at events such as Silicon Beach Fest, StartUps in the Sky, I Love DTLA and LA Innovation Week. We also expanded our social media presence on Twitter, with over 750 Tweets to our growing base of over 400 followers, including: FIGat7th, Rising Realty, Cushman & Wakefield LA, The BLOC, Brookfield DTLA, LA Downtown News, Urbanize.la, DTLA Rising and CBRE.

In addition to our schedule of monthly tours, we provided custom tours for prospective office tenants and office space brokers.

### Creative/Tech Outreach

We have ongoing communication and collaboration with the creative and technology communities exploring opportunities to expand the reach and impact of the GET URBAN initiative and to nurture and grow the tech and creative presence Downtown. Specific partners in this effort include: PershingSquareNew, Ignite Movements, TechRise, CrossCampus, Start-Up DTLA, WeWork, Los Angeles County EDC, and the Mayor's Office of Economic Development.

### DTLA: The Future of Urban Retail – Report and Conference

Capitalizing on the opening of Whole Foods and The BLOC, we produced DTLA: The Future of Urban Retail – a 28-page report released in November at a full-day conference attended by over 400 retail and real estate professionals from across the country. The event included panel discussions and presentations featuring retail industry experts and real estate leaders, a luncheon and restaurateur panel, and a bus tour of Downtown LA's retail highlights. Sponsors included: The BLOC, Brookfield Properties and AEG/LALive. Marketing and distribution of the report included an initial run of 2000 printed copies and digital distribution to over 5000 targeted recipients in the retail and real estate industries. The event and report have thus far garnered coverage in Globe Street, Chain Store Age, and Bisnow and generated dozens of follow-up inquiries from retailers and the retail brokerage community.

### Retail Recruitment

We toured and/or met with retailers, restaurateurs and other companies that are interested in opening their business or moving their office to Downtown.

### Housing Tours

We hosted monthly housing tours in October, November and December, with an average of 50 people in attendance. We also led a custom tour for a group of individuals interested in purchasing residential and investment properties.

### Investor/Developer Presentations and Tours

We gave special tours to residential, commercial and hotel developers and helped them with their market research and underwriting.

## **Events**

### **StartUps in the Sky**

We co-hosted the second in a monthly tech mixer series at 2 Cal Plaza.

### **“I Love DTLA”**

We co-hosted and showcased Get Urban at a NationBuilder networking event.

## **Research & Information Requests**

We responded to over 30 external requests from brokers, business and property owners, investors and developers, for information on a range of topics, including:

- Demographics of Downtown residents and workers
- Residential, commercial and retail market statistics and updates
- Current development pipeline
- Property ownership and sales information
- Regional Connector and other transit projects
- Significant commercial office, residential and retail leases and sales
- Amenities and nightlife
- New retail businesses and developments
- Streetscape improvement projects

## **Economic & Market Reports**

We produced and published the **Q3 2015 Market Report** and provided research data to media outlets including the LA Times, Los Angeles Magazine, NY Times, Wall Street Journal, Downtown News, and DTLA Rising, that were included in articles promoting Downtown’s continued growth and evolution.

We worked with Beacon Economics on a report analyzing the economic impact of the Downtown Renaissance to be released in Q1 2016.

We also produced an updated survey of Downtown Residents and Workers for release in Q1 2016. This was our 5<sup>th</sup> biennial survey. Data from the survey was incorporated in our 2015 Downtown Los Angeles Retail Report.

## **On-Going Projects**

The Economic Development team participated in meetings and/or working groups for the following Downtown development projects:

- Bringing Back Broadway
- Pershing Square Renew
- Avenue of Angels
- 7<sup>th</sup> Street Improvement Project
- MyFigueroa Streetscape Project

## Administration Program: Annual Budget \$1,033,480

Downtown Center Business Improvement District has actual net expenditures over revenues of \$347,969 versus a projected \$457,786 for the year ended December 31, 2015. The \$110,000 positive variance is primarily due to a delay in the commencement of the PATH contract and favorable differences within the Marketing and Economic Development programs for ambassador staffing and the Fall Retail Event, respectively.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Suzanne Holley  
Sr. Vice President & Chief Operating Officer

Table of Quarterly Expenditures as of December 31, 2015

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2015 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,627,040	\$ 866,062	\$ 3,543,082	\$ 892,805
2. Communications & Marketing	\$ 1,618,460	\$ 579,533	\$ 1,552,251	\$ 365,785
3. Administration	\$ 1,033,480	\$ 356,980	\$ 1,105,634	\$ 298,020
4. Total	\$ 6,278,980	\$ 1,802,575	\$ 6,200,967	\$ 1,556,610

**NEIGHBORHOOD AND BUSINESS IMPROVEMENT DISTRICTS  
QUARTERLY STATISTICS FOR MAYOR'S COMSTAT REPORT**

<b>CATEGORY</b>	<b>TOTAL FOR QUARTER</b>	<b>CUMULATIVE TOTAL</b>
Public Safety Incidents	8,874	60,899
Trash Bags/Tons Removed	14,055 (Bags)	58,272 (Bags)
Bulky Items Removed	121	212
Graffiti Removed	221	1,306
Weeded Areas	10	62
Citizen Contacts	1,680	9,246
Merchant Contacts	4,222	20,510
Spaces for Lease	5,690,568 SF	
Spaces Leased	641,886 SF	
New Business	17	
Landscaped Medians	0	

